

AMENDMENTS

In the Drawings:

In regards to Figures 1 and 2, Applicants request that the number referencing "Preferred Location Specific Content Server" be changed from 102 to 103.

In the Specification:

Please amend the specification as follows:

Page 12 line 1, please delete --(102)-- and insert (103);

Page 14 line 5, please delete --(102)-- and insert (103);

Page 14 line 10, please delete --(102)-- and insert (103); and

Page 15 line 4, please delete --(102)-- and insert (103);

To effect these amendments, Applicants respectfully submit the full text of the following replacement paragraphs, with marking to show changes to each, in accordance with 37 C.F.R. 1.121(b)(1):

Replace the paragraph starting on page 11, line 23, and ending on page 12, line 7, with the following replacement paragraph:

Turning now to Figure 1, an exemplary embodiment of the invention is illustrated in a system for interleaving preferred location specific content into broadcast content. The illustrated example system includes a preferred location specific content ("PLSC") server ~~(102)~~(103) having inputs from users (102), who in typical embodiments are enabled to input directly their programming preferences. The illustrated example system includes input to the PLSC server from vendor transaction databases (108) which themselves are data mined to discover user programming preferences. The illustrated example system of

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Figure 1 includes provisions for inputs from vendor location specific content ("LSC") databases (114), which databases comprise the sources of location specific content in typical embodiments.

Replace the paragraph starting on page 14, line 1, and ending on page 14, line 6, with the following replacement paragraph:

The illustrated example system of Figure 1 includes backchannel couplings for data communications across a digital communications network (124). The couplings include a backchannel (142) for downloading broadcast schedules from a broadcast service to a client device (126), a backchannel (140) for downloading PLSC from a PLSC server ~~(402)~~(103) to a client device (126), and a backchannel (138) for uploading to a PLSC server a location (116) of a client device.

Replace the paragraph starting on page 14, line 8, and ending on page 14, line 17, with the following replacement paragraph:

In typical embodiments of the present invention, it is a capability of the digital communications network (124) to return to the PLSC server (138) a location of any client device coupled to the PLSC server ~~(402)~~(103) through the network (124). In fact, for networks providing cellular telephone communications, under the regulations of the Federal Communications Commission in the United States, this capability generally is legally required. Networks having this capability include any digital communications network implemented using GSM, GPSR, EDGE, UMTS, Bluetooth, HomeRF, or 802.11(b). Other network technologies having this capability will occur to those of skill in the art, and the use of all such network technologies is well within the scope of the present invention.


Replace the paragraph starting on page 15, line 1, and ending on page 15, line 16, with the following replacement paragraph:

Turning now to Figure 2, exemplary embodiments of the invention are shown as methods of providing preferred location specific content (120, 132) for interleaving (134) into broadcast content (128). Embodiments of such methods typically are implemented upon a content server (~~402~~)(103). In exemplary embodiments, the content server typically includes at least one computer processor and computer memory, the processor coupled to the computer memory. In most embodiments, the content server is coupled for data communications through a digital communications network (124) to a user client device (126); the user client device is typically associated in the content server with a particular user; and the particular user is typically represented in the content server by a user account record. In exemplary embodiments, the user account record typically includes data elements comprising a user identification identifying the user, and a network address for the user's user client device within the digital communications network. In such embodiments the user client device is typically associated in the content server with an address in the digital communications network, the digital communications network having the capability of providing the present location (116) of the user client device.

No fee is believed to be due in connection with the above amendment; however, the Commissioner is authorized to charge Deposit Account No. 09-0447 if any fees are due.

Respectfully submitted,

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